



# PETERSHAM PUBLIC SCHOOL P&C ASSOCIATION

<b>Policy Title</b>	Petersham P&C Social Media Policy
<b>Effective Date</b>	24 May 2019 (interim)
<b>Review Date</b>	

1. The P&C is an incorporated body under the Federation of Parents and Citizens Associations Incorporation Act 1976.

## **Petersham PPS P&C Social Media Policy**

2. This Policy applies to all members, volunteers and members' of Petersham Public School P&C Association ("PPS P&C") while undertaking any role or activity related to the PPS P&C.
3. The PPS P&C recognises the benefit of engaging with the school and local community directly through social media channels, particularly for the provision of accurate and timely information and updates on important school community matters.
4. The PPS P&C is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and positive communications in all mediums and by ensuring that children and families of our school community and the school itself are not compromised on any form of social networking or related website.

## **Policy Objectives**

5. To set out the parameters for how Petersham PPS P&C uses of social media communication to promote the work of the P&C Association, the school and engagement with the school community. In particular how such use of social media will be conducted constructively and civilly, always in keeping with the Petersham P&C Code of Conduct and Child Protection policies.

## **Responsibilities**

6. Administrators must be part of the P&C Executive or directly authorised by a general meeting of the P&C and are responsible for the administration and moderating of all PPS P&C social media. PPS P&C members are responsible for ensuring that they utilise PPS P&C social media appropriately, and where authorised to do so, represent the PPS P&C well on external social media.

## **Implementation**

7. Social media is defined as a group of online applications such as social networking sites (including but not limited to Facebook, Instagram and Twitter), wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content. The purpose of social media is to facilitate conversations in a dialogue, an opportunity to promote, listen, share, collaborate and respond to our colleagues and school community.

8. In using social media all members agree to follow the PPS P&C policies including the Petersham Public School PPS P&C Code of Conduct ("P&C Code of Conduct").
9. Members agree to be clear in representing the P&C Association. Where a member is not representing the PPS P&C it should be made clear that comments are made by that person as an individual. Members shall be mindful that their role with Petersham Public School may create a Petersham Public School PPS P&C connection between what they say online and the PPS P&C itself. Members will identify themselves when discussing PPS P&C related topics or issues.
10. Where a member uses social media they shall represent the PPS P&C well and be sure that the content published is consistent with expected professional standards in accordance with the provisions of the P&C Code of Conduct.
11. Members shall be mindful that social media posts may have consequences where they are not appropriate and will respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
12. Members will be polite and considerate in all social media activities. When referencing the P&C Association, its facilities or services, social media posts must not contain any statement that may bring the PPS P&C into disrepute or which breaches the Code of Conduct.
13. Members must not post material that is threatening, defamatory, obscene, harassing or discriminatory to any individual, group or organisation, including the P&C Association.
14. Members must ensure that they do not commit the PPS P&C into any action or initiative without appropriate authority (ie. promises of donations or events).
15. Members must ensure appropriate approval is obtained prior to using social media options in an official PPS P&C capacity.
16. Members must not post photographs of children or families from the school without their express permission.
17. Members must report any suspicion of child abuse material to the appropriate authorities in keeping with child protection policies.
18. Members are obligated to immediately report any social media posts that are defamatory, negative, inappropriate, unlawful or threatening information to an Administrator for assessment and removal if necessary. Where a party continues to post negative comments they may be blocked from P&C Association social media accounts

### **Approval**

19. Approved as an interim policy by the P&C Executive 24 May 2019